

## 2022 Virginia Food & Beverage Expo Exhibitor Checklist

### The standard booth package includes:

- 1 booth identification sign (7" x 44") 8-ft. high fabric back (blue and silver)
- 1 8-ft. silver-skirted table
- 2 folding chairs
- Name badges for booth staff
- 1 wastebasket

### Booth Design

Even though 10×10 trade show booths are small decorating them in the right way would help gain the attention of the passerby. Consider the design of your booth space to be welcoming and accommodate more than one person at a time.

- ☐ **What kind of signage do you have?**
  - Where large displays are nice, simple pull up banners do the job just as well. They are easy to carry and takes one person to pull it up to secure it.
- ☐ **Do you have a tablecloth to display over the table provided?**
- ☐ **Is your booth inviting?**
- ☐ **Is there space for buyers to talk to you without blocking others from taking a sample?**
- ☐ **Is your booth space and table clean and clutter-free as it creates a professional appearance and makes it look more appealing?**
- ☐ **Is your company name easy for buyers to see as they walk by your booth?**
  - Have your company's logo on the tablecloth or on your display banners.
- ☐ **Do you have a plan on how to sample your product?**
- ☐ **Display what the product looks like so buyers can see the packaging and label.**
- ☐ **Do you have plenty of promotional literature on hand?**
  - You'll want to have a good supply of product lists, pricing lists/order forms that is easy for buyers to take with them. sheets and business cards that you can hand out to booth visitors. Make it easy for them to find the information on your business later.

### Three Months Before the Expo:

- ☐ **Refer to the *Exhibitor Service Manual* on the 2022 Virginia Food and Beverage Expo website.**
- ☐ **Create your promotional materials for the Expo.**
  - Promotional materials are a big part of marketing plan. Create your promotional flyers/postcards, brochures, company branded tablecloths, booth displays, etc.
- ☐ **Arrange your travel**
  - Be sure to book your hotel at the preferred Expo hotel or near the Greater Richmond Convention Center. If flights are necessary, book your tickets in advance to avoid paying higher ticket prices.

## **Two Months Before the Expo:**

- ☐ **Order your promotional material for the Expo.**
  - Ensure you have all your promotional materials in time. Some can take over a month to be made and printed.

## **One Month Before the Expo:**

- ☐ **Ensure you have all necessary booth sampling materials.**
  - Have sufficient stock for sampling – cups, trays, cocktail sticks, napkins, etc.
  - Anyone cooking or warming food is required to provide a fire extinguisher for their booth. Class “K” fire extinguishers are needed if cooking with grease. As a reminder, deep fryers and open flames are NOT PERMITTED.
  - Ice is not provided – if ice is needed for your products, have a plan on bring a sufficient supply of ice, coolers, etc.

## **Two Weeks Before the Expo:**

- ☐ **If necessary, ship out your exhibit booth and bulky marketing/sampling materials.**
  - Check with your shipping supplier to make sure your booth with arrive in time for the Expo.
  - Label your shipment(s) before you send them off.
  - Make sure each and every crate, carton, and box are labeled with the 2022 Virginia Food and Beverage Expo and booth number, even if they are being shipped to the same booth.
  - Be sure to replace these labels with the correct return address when shipping items post-expo. Pre-print these labels ahead to save time at show close.
  - If you have lots of boxes to bring into the expo, a small flat bed or hand truck can save strain on your back and extra steps.

## **Day Before the Expo:**

- ☐ **Arrive in time to set up your booth display and materials. It is advised that you arrive early for expo set-up to allow for any changes or correct unforeseen problems.**
- ☐ **The loading dock entrance is at the corner of 3rd & Leigh Streets.**
  - Your exhibit will be located in Exhibit Hall D.
  - After unloading, Exhibitor Parking: 3rd & Marshall Street Deck. \$ daily (open based upon event activity).
  - Overnight Parking \$ per vehicle by permit only.
  - Set-up times for the Expo:
    - Tuesday, March 29, 2022 | 1:00 p.m. – 6:00 p.m.
    - Wednesday, March 30, 2022 | 6:30 a.m. – 9:30 a.m.
  - *As a reminder: You must provide your own dollies and carts.*

## **Day of the Expo:**

- ☐ **Be aware of the Expo take-down schedule:**
  - Wednesday, March 30, 2022 | 4:00 p.m. – 6:00 p.m.
  - **\*\*Absolutely no take-downs before 4:00 p.m.\*\***
- ☐ **If outbound shipment of your booth property and products are necessary, be sure to label all material properly and have new shipping labels put on boxes, crates, etc.**